



# DISCOVERING INTERESTING PEOPLE AND PLACES

SPAIN EDITION

2014

DISCOVERING INTERESTING  
PEOPLE AND PLACES

SPAIN EDITION 2014

BRU&BRU  
BARCELONA

BRU&BRU PRESENTS

# BARCELONA & SPAIN

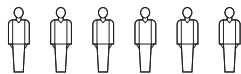
## IN A NUTSHELL

BRU&BRU BARCELONA

CUSTOMER  
SERVICE

**24/7**

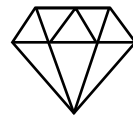
**365** DAYS  
YEAR



**6** PROFESSIONAL  
EXPERT AGENTS

**13**

LOCAL  
INSIDERS



**UNIQUE**  
EXPERIENCES  
FOR EACH TRAVELLER

∞ INFINITE ADVENTURES + POSSIBILITIES

HIGH-END TRAVEL AGENTS

## BARCELONA



**311**

DAYS/YEAR

**18°C**

ANNUAL  
AVERAGE  
TEMPERATURE

**64.4°F**



**50**

MUSEUMS



**BARCELONA**

BY THE  
MEDITERRANEAN



ONLY  
**1H 30MIN**  
DRIVE



**SKI SLOPES**

AT THE  
PYRENEES



# CATALONIA

**300**

BEACHES

**360**

MILES OF COAST

**428 MILES**  
SKI TRAILS



**9**



UNESCO  
WORLD  
HERITAGE

LAND OF  
**20TH**  
CENTURY



# SPAIN



**70**

DESIGNATIONS  
OF ORIGIN



**170**



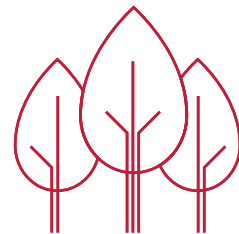
MICHELIN ★  
RESTAURANTS

**40** UNESCO  
WORLD HERITAGE



**45**

NATURAL  
RESERVES



# MEET THE TEAM

## BRU&BRU BARCELONA

A team of in-office experts and the best on the ground insiders compose BRU & BRU team. We are born and raised in Catalonia, passionate by finding the best and surprising spots of our own land. Experiencing for 10 years how to feel home away from home travelling around the world, it has been the best way to know what travelers need when coming to our beloved country.

Welcome home



Top: Javier Clavijo - High-end travel expert, Marta Tudela - Accountant, Júlia Ávila - Travel designer, Ramon Segarra - Partner.  
Bottom: Anna Gaspar - Community manager and Ana Bru - Owner and High-end travel expert.

# WHY BOOK WITH US

**WE ARE PASSIONATE** about traveling and discovering interesting people and places.

**WE SELECT** the most fascinating destinations and the most exclusive properties in order to create new and cool experiences.

**WE ARE EXPERTS** in designing trips full of those special and unique details that turn our journeys into unforgettable adventures.

**PROFESSIONAL, PERFECTIONISTS AND TRAVELERS**, our team members know firsthand our selection of destinations and the interests of our clients. We always recommend trips and activities we have experienced before.

**FOR US, TRAVELING IS A LIFESTYLE** and we communicate it through our partners at destination. Through our contacts and relationships we can open the doors for our clients to the most attractive and unusual activities in our country that no one else can provide.

**OUR CAREFUL PRICING** puts us as the reference agency to which customers come for advice, security and guarantee of a perfect customized experience with the best high-end services.

**WITH US, YOU CAN DISCOVER** the highlights and the secrets of our cities and our country from the hands of the best expert agency: BRU & BRU Barcelona.

**‘We take care of every detail at all times.’**

# OUR INSIDERS

## THE ON THE GROUND SPECIALISTS



**MARC ALONSO**

**Naturalist and specialist in Pyrenees' fauna**

He was born in Barcelona but he lives in Val d'Aran. As a professional naturalist, he is an expert in Pyrenean fauna. He is a recognised specialist in studying, following and conserving the brown bear in the Pyrenees, animal to which he has dedicated most of the time of his professional life. He is a connoisseur of the Iberian ecosystems and its most emblematic species, also collaborating with the most prestigious wild fauna photographers.



**MARÍA ANDRADA-VANDERWILDE**

**Entrepreneur and Andalusia insider**

She was born in Sevilla but she has family roots in Málaga and Granada. Maria knows perfectly Andalusia and she is passionate about it. She has her own events and special journeys company, and she is an expert finding hidden treasures in Andalusia. With her we will discover unlimited ways of living traditions, habits and nature, visiting monuments and tasting delicacies of typical gastronomy, not as a tourist, but as a local. We will visit some private houses, country houses and palaces, we will get dressed with a typical flamenco dress or we will spend the afternoon experiencing bull fighting. Maria will be your friend in Andalusia.



**ALFONSO BERMEJO**

**Tourist guide and expert in traditions and popular festivities**

Alfonso goes through Spain looking for the best cultural traditions and popular festivities. He was born in Navarra and he knows very well the best kept secrets and most ancient practices of his homeland. Also, he owns and edits the blog 'Traditions and Festivities of Spain' (Tradiciones y Fiestas de España), in which he explores the Spanish cultural richness.



**ANDONI CANELA**

**Professional photographer and nature and environment specialized journalist**

Andoni is an experienced professional photographer who specializes in wildlife and nature. He has traveled around the world capturing spectacular images of polar bears, tigers, Iberian lynx, wolves, condors, whales, orangutans, emperor penguins, pandas... Andoni's work is regularly featured in international major publications including National Geographic, Geo, The Sunday Times, Newsweek, La Vanguardia and El País. In addition, he has published numerous books such as 'Spanish Imperial Eagle' and 'Sleeping amongst wolves' and his work has been shown in several exhibitions in galleries and the science museums from Spain and Portugal. He is a recipient of the Godó Award of Photojournalism for his work on the Iberian wolf.



**PIRU CANTARELL**

**Art Expert**

Art expert and fascinated by the auctions since she was very young, Piru has been Christie's Ibérica adviser for more than a decade, and she is one of the few women that has achieved to be auctioneer of this renowned institution. With Piru, we will discover the most interesting private collections of Spain. In addition, Piru is the current director of Fero Foundation, promoted by Dr. Josep Baselga's initiative and a reference talking about oncological research.



**DANI CLOS**

**F1 driver**

Born in Barcelona, Dani is a promising driver and a proven racing talent who matured quickly through a number of single-seater categories during his early years. Most recently, he has reached the highest level of European motor sport as a Formula 1 test driver for the HR Team, while also competing in GP2 Series since 2009 with some outstanding results.

**STEFANO COLOMBO****Industrial designer, co-owner of Xemei Restaurant and Bar Brutal**

Born in Venice, Stefano Colombo and his brother Max, are the Xemei's emblematic restaurant founders and the fosters in the creation of Bar Brutal, two hotspots in Barcelona. They both offer what they do best at their Italian restaurant, with side orders of hospitality and a touch of madness. Stefano touched down in Barcelona as an industrial designer and now he knows every single spot of the city and all the key persons you may need.

**OLIVIER GEYNET****Entrepreneur and Ibiza insider**

A French businessman living in Spain for more than 15 years, Olivier has spent the last 10 years in Ibiza. He is the responsible of a marketing services agency for those companies or brands who want to communicate and promote their brand on the island. He has also a small bar located in the historic part of the city called Bambú, the place to be in Ibiza. A true Ibiza day and night lover, he is always tuned into knowing what to do and which is the hottest spot or the can't miss party.

**ISIDRE GIRONÉS****Barcelona restaurateur**

Ca L'Isidre is a local dining institution in Barcelona that has been attracting loyal followers and distinguished guests for years to enjoy the best Catalan cuisine of Isidre Gironés and his daughter Nuria Gironés, a young and daring chef whose name is amongst the best chefs of the world. Isidre is one of the most respected of the older generation of restaurateurs in the Catalan capital. He is well known for his steady endeavour and for the old-fashioned service he offers, the quality of his raw materials, and for his kitchen's perfect no-frills cooking style.

**EDURNE PASABAN****Alpinist, adventurer and businesswoman**

She was born in the Basque Country and has dedicated all her life to her passion: to climb mountains all around the World. In 2010, she was the first woman in history to climb the 14 8,000ers, an achievement that took 10 years of her life. But Edurne does not forget her roots, and she loves Basque Country. This is the reason why BRU & BRU proposes to live with her a different experience, getting to know her beginnings and sharing unforgettable moments in the Basque Country and the Pyrenees mountains.

**PATRICIA SAÑES****Journalist, fashion-lifestyle blogger and coolhunter**

Journalist by profession and coolhunter by vocation, she is the Grazia magazine correspondent in Barcelona and one of the more followed fashion bloggers of our country. Thanks to her work in [www.coolhunterdiary.com](http://www.coolhunterdiary.com), she has the key to different fashion stores of the city, as if they were her home. In her shopping list, we also find emerging designers and the best retro low cost fashion boutiques of the city.

**BENEDETTA TAGLIABUE****Architect. Miralles-Tagliabue EMBT**

Benedetta is a renowned Italian architect established in Barcelona for more than twenty years. She joined Enric Miralles' studio in 1991 where she eventually became a partner. Her work includes a number of high profile buildings and projects in the city and overseas. Benedetta is a true source of ideas herself, an open and creative mind that thinks good architecture is the one that makes people feel good and makes them happy. With her, we can discover the most special places in the city which reflect this approach, as well as the sort of amusement which is the essence of her works.

**CAYETANO VINZIA****Art historian, guide and Barcelona expert**

Born in Barcelona, Cayetano is passionate about his city: 'respectful with its roots but young and innovative at the same time'. He loves to explore and rediscover every spot of his amazing city walking around and writing about them on his personal blog. Holding a major degree in Art History and a Hospitality and Tourism degree, he adores history, art, gastronomy and the Mediterranean way of life, and he is eager to share his knowledge and best kept secrets with visitors coming to Barcelona and Catalonia.





**Benedetta Tagliabue.** ARCHITECT. MIRALLES-TAGLIABUE EMBT

'Barcelona is a city with a great familiarity. It is nice and relaxed and most of all it treats you well.'

# MODERN ARCHITECTURE

## SOURCE OF INSPIRATION



Beginning in the early 90's as a result of the Olympic Games, Catalonia, more specifically, Barcelona has experienced a surge of modernist architecture. With the likes of architects such as Frank Gehry with his renowned sculpture of the Golden Fish in Barceloneta, Arata Isozaki's structured lines in the Palau Sant Jordi and Richard Meier's design in the Contemporary Art Museum of Barcelona (MACBA). Most recently, Barcelona has welcomed the works of Jean Nouvel, Benedetta Tagliabue and Enric Miralles with architectural creations that are an absolute must see.



### CAN'T MISS

THE AMAZING CONTRAST BETWEEN SANTA CATERINA MARKET, ON THE ONE SIDE OF VIA LA-IETANA, AND BARCELONA'S CATHEDRAL, FROM THE GOTHIC PERIOD, JUST ON THE OTHER SIDE.

# MODERNISM

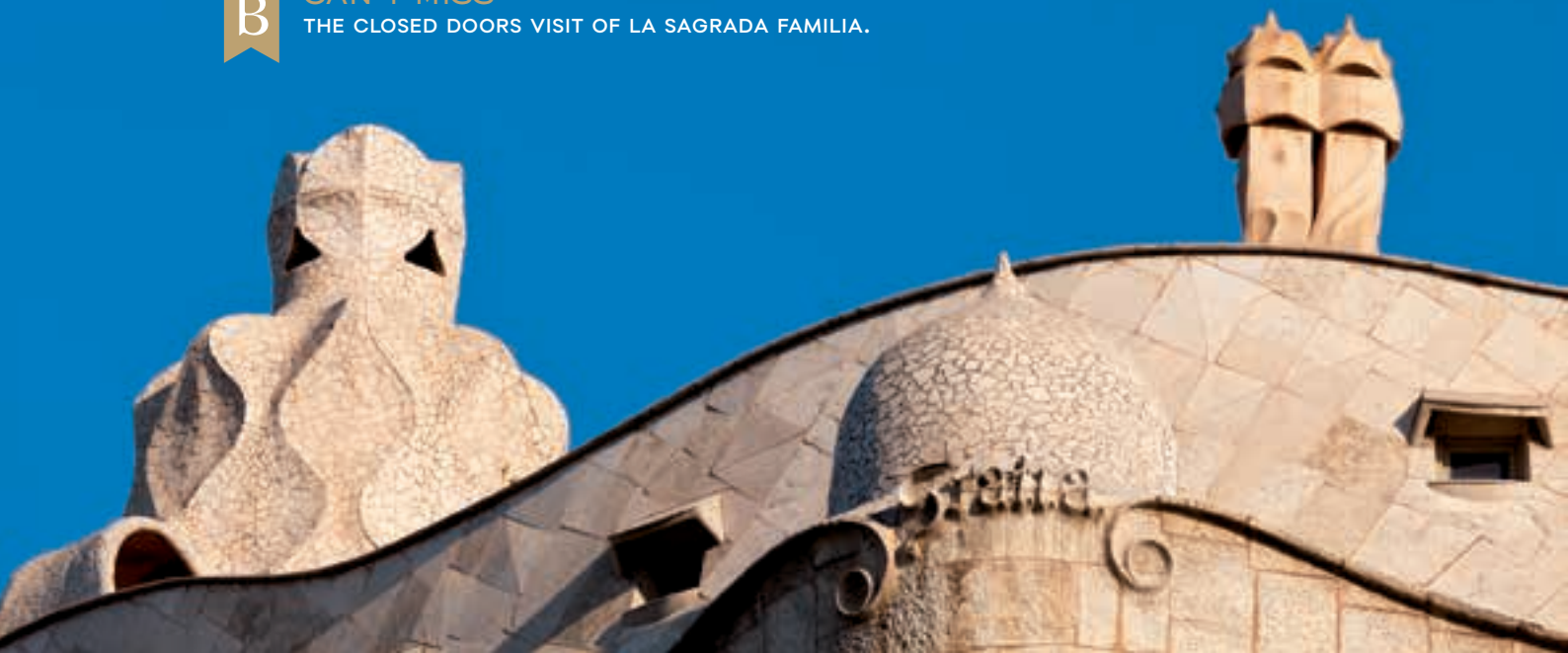
## THE GAUDÍ TOUR

Antoni Gaudí, hailed as one of the genius from the turn of the century, changed Barcelona's history forever during the Modernism period. The city is graced with some of his most extraordinary and beautiful buildings cementing him as a great part of Barcelona's cultural identity.

We offer you the opportunity to discover what makes them extraordinary: the details, the symbols, the structural secrets, the technical innovation, and give you a guided tour through Gaudí's works and buildings such as Casa Batlló, La Pedrera, Sagrada Família, Colonia Güell and the Park Güell.



**CAN'T MISS**  
THE CLOSED DOORS VISIT OF LA SAGRADA FAMILIA.







**Cayetano Vinzia. ART HISTORIAN, GUIDE AND BARCELONA EXPERT**

'Come to discover a more intimate Gaudí at the Bellesguard House, still in use as the residence of its owners. This wonderful family house built between 1900 and 1909 will unveil all the features of the best Art Nouveau architecture in Barcelona.'



# GOTHIC ARCHITECTURE

## HISTORY & ART IN THE HEART OF THE CITY



Hotel DO

Come to the heart of the city, to where it all started 2000 years ago. Discover the elegant and inspiring Catalan Gothic architecture by following the ancient narrow streets to the city hidden squares where locals still pay tribute to the art that surrounds them.

The Catalan Gothic architecture is distinguished for its purity and formal austerity and was later established as an urban art.

Barcelona has one of the most well preserved gothic quarters in Europe: from Bourgeois and Royal Palaces, to four Gothic cathedrals and a dozen of small chapels scattered around the old Gothic quarter... The cathedrals of Girona, Lleida, Tarragona and Tortosa are also worth a visit.



### CAN'T MISS

A 360° VIEW OF BARCELONA FROM THE GOTHIC BELL TOWER OF SANTA MARIA DEL PI BASILICA AND A TWILIGHT WALKING TOUR OF THE GOTHIC QUARTER.





# JEWISH HERITAGE

## HISTORY THROUGH NARROW STREETS

From the 10th century until they were expelled in 1492, the Jewish community played a major role in Catalan society and its synagogues, baths, rabbinical schools, courts and cemeteries all formed an integral part of life in Catalonia. You will find this historic heritage in the Call of Girona, one of the most interesting and best kept Jewish neighbourhoods in Europe.

In Barcelona, the Jewish footprint is also present in the Gothic quarter: the old Call quarter, the medieval Jewish Section, the medieval synagogue, the Center of Interpretation of the Call, etc.



### CAN'T MISS

A NIGHTFALL PRIVATE TOUR OF THE BARCELONA'S JEWISH NEIGHBOURHOOD AND A DINNER AT A MEDIEVAL PALACE TASTING ORIGINAL CATALAN AND JEWISH RECIPES FROM THE MIDDLE AGES.



# RELIGIOUS ROUTES

## HIGH VALUED CULTURAL TREASURES

Catalonia is the home of numerous shrines, monasteries and sacred places of religious faith that, throughout history, have maintained its power to inspire and unite millions. Join us to discover these treasures all over the region and to unveil their spiritual message.

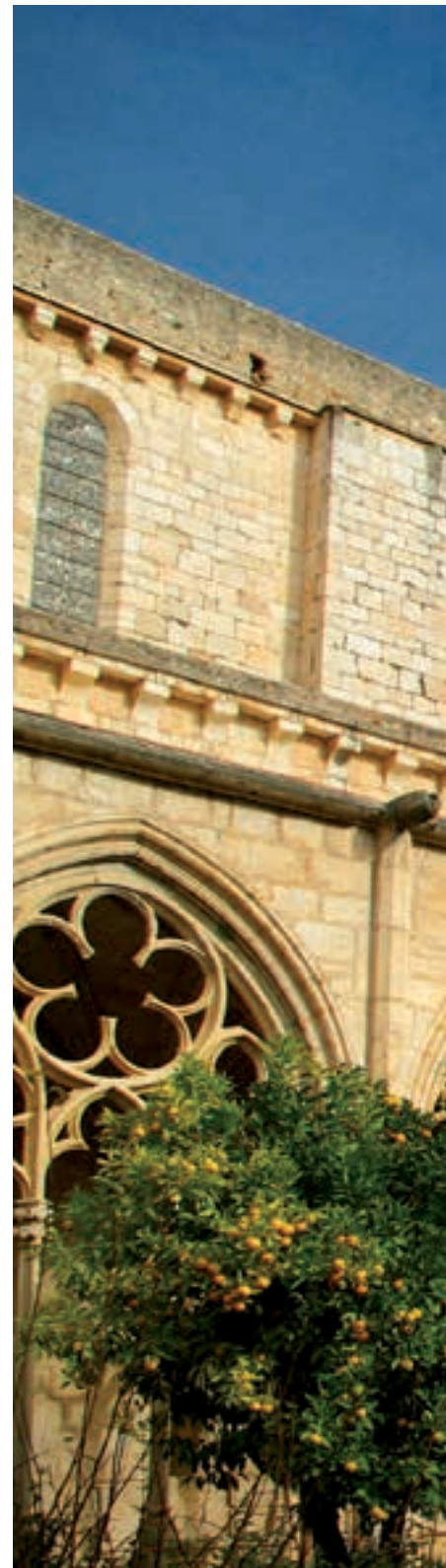
The Cistercian monasteries of Santa Creus, Poblet and Vallbona de les Monges, from the Gothic period, comprise one of the most spectacular routes in Catalonia, known as the Ruta del Císter.

One of the best kept civil religious reties is what is known as the 'Ruta del Temple' which includes fortresses in Lleida and strategic cities like Tortosa and Miravet, designed to protect travellers on their pilgrimage to Holy Land.



### CAN'T MISS

TAKE A RELAXING STROLL BY THE POBLET MONASTERY SURROUNDINGS AND ENJOY THE PANORAMIC VIEWS FROM THE VINEYARDS.







# ROMAN CATALONIA

## OVER 2200 YEARS OF HISTORY

Roman Catalonia dates back to the 3rd century BC with the settlement of the former Greek colony Emporion (known today as Empúries), from there they immigrated leading to the establishment of some of Catalonia's principal cities such as Gerunda (Girona), Barcino (Barcelona) and principally Tarraco (Tarragona). Designated a World Heritage Site by Unesco, Tarragona is the city where we can still enjoy of the archaeological remains of one of the Roman Empires largest provinces.

Where else can you see Greek and Roman coastal trading centers in a single, easily accessible archaeological site, and then escape a few hours to enjoy the Mediterranean beaches?

In Tarragona, you will visit its most fascinating historical monuments including the aqueduct, the city walls, the stunning Romanesque-turned-Gothic Cathedral built on the former site of the temple to the Emperor, the Circus Maximus and the amphitheatre.



Mas Mateu



### CAN'T MISS

FOLLOW THE STEPS OF ST. PAUL THE APOSTLE DURING HIS TRIP TO TARRACO TO SPREAD THE MESSAGE OF JESUS TO THE CATALAN ROMANS IN THE 1ST CENTURY A.D.







# COSTA BRAVA

## STUNNING NATURE

The fact that almost one third of the area of the Costa Brava is protected parks and wildlife should give you a good idea of what you will find there: seven stunningly contrasting natural parks with just a few kilometres separating them from the snow-capped Pyrenean peaks and the Mediterranean's most charming beaches and coves.

As the eastern winds from the Mediterranean Sea, a characteristic trade mark of the Costa Brava, make their way through the local towns and villages, you will surely feel the magic that has inspired some of the world's greatest masters.



Mas Mateu



### CAN'T MISS

A STUNNING BATH IN AIGUABLAVA'S COVE, WHERE YOU WILL GET SURPRISED BY THE COLOUR OF ITS WATER.









# DALÍ

## THE MOST IMPORTANT PLACES OF THE ARTIST'S LIFE



Dalí was one of the main surrealism artists that established his art in many facets: painting, printmaking, jewelry, decoration, sculpture, photography and film. As a proper 'universal catalan' he spread his ideas all around the world, but always maintaining a deep attachment to his homeland, l'Empordà.

His work has been related to the subconscious and the psychoanalysis as he usually reflects his obsessions on it.



### CAN'T MISS

SALVADOR DALÍ HOUSE-MUSEUM IN PORTLLIGAT, WHERE DALÍ AND GALA SPENT MOST OF THEIR SUMMERS.



**Olivier Geynet.** ENTREPRENEUR AND IBIZA INSIDER

'The balearic islands have some hidden beautiful gems, like extremely wonderful but remote coves, where you can enjoy looking at beautiful sunsets or savouring delicious paellas.'



# A NEARBY BALEARIC OASIS

## 4 DIFFERENT PERSONALITIES

Only a short twenty minute flight from Barcelona is the oasis of the Balearic Islands. You will find unbelievable turquoise blue waters in Formentera, a two ensambled but different characters in Ibiza, a family getaway in Mallorca and outstanding natural beauty in Menorca. Which one do you prefer? There are lots of hidden gems waiting to be discovered.



Hotel Cap Rocat



Hotel Torralbenc



Hotel Torralbenc



Hotel Castell Son Claret



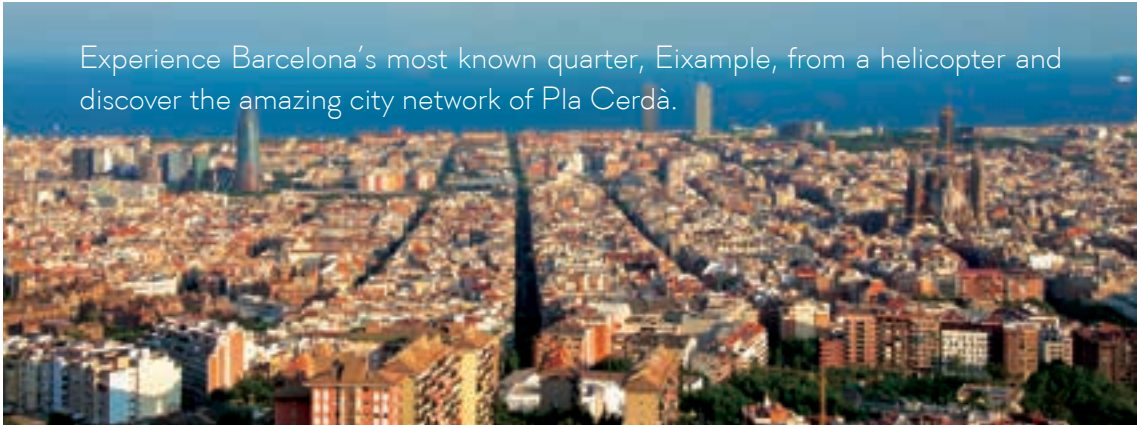
# CATALONIA FROM THE AIR

Discover Catalonia from one of our favourite views, from the air. Catalan landscapes offer us a variety of colours and wide range of panorama views waiting to be explored:

## FLY HIGH IN THE CITY

### BARCELONA

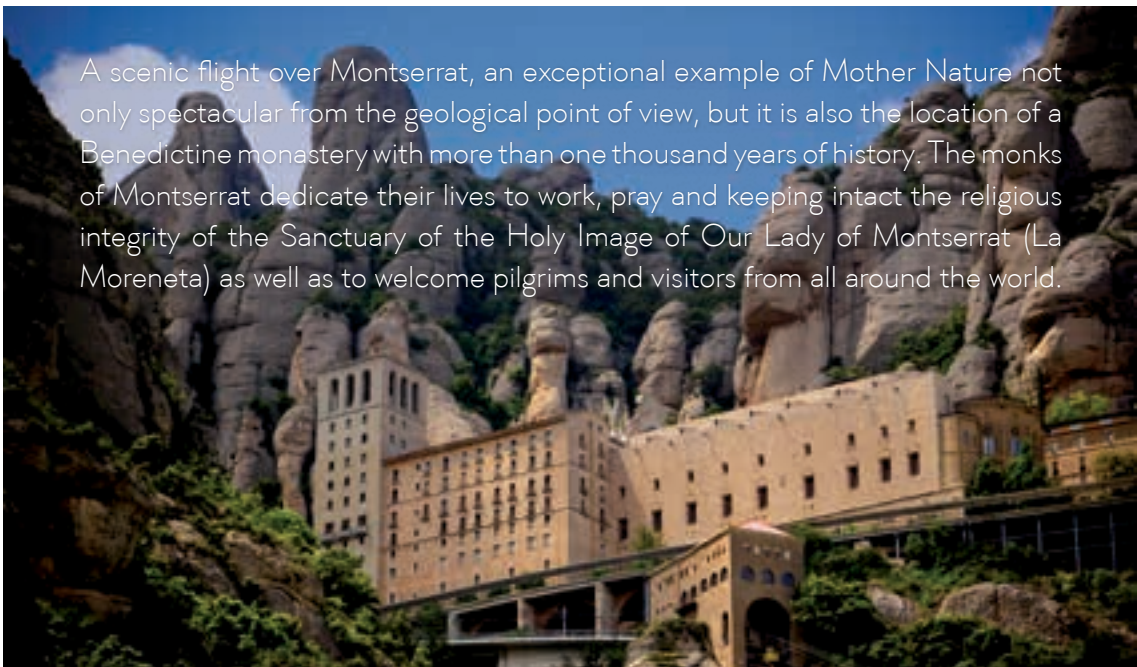
Experience Barcelona's most known quarter, Eixample, from a helicopter and discover the amazing city network of Pla Cerdà.



## TOP THE HOLY MOUNTAIN

### MONTSERRAT

A scenic flight over Montserrat, an exceptional example of Mother Nature not only spectacular from the geological point of view, but it is also the location of a Benedictine monastery with more than one thousand years of history. The monks of Montserrat dedicate their lives to work, pray and keeping intact the religious integrity of the Sanctuary of the Holy Image of Our Lady of Montserrat (La Moreneta) as well as to welcome pilgrims and visitors from all around the world.



## FLY OVER VOLCANOES

### LA GARROTXA VOLCANIC NATURAL PARK

Made up of more than 40 volcanoes, La Garrotxa Volcanic Natural Park is a unique landscape that can be enjoyed in a panoramic view from a hot air balloon. Combine the hot air balloon with exclusive accommodation in a tree house cabana, at the foot of a volcano, in an idyllic rural house or in the famous pavilions of Les Cols where you can discover why the hotel's restaurant was awarded with two Michelin stars.



Les Cabanyes als arbres, treehouses



Hotel Pavellons Les Cols



# INTERNATIONAL ARTISTS

## SOURCES OF INSPIRATION



*Picasso*

Catalonia's landscapes and Mediterranean light have always been an inspiration for renowned artists. Let the magic of those brilliant artists flow during your stay in the city. Be seduced by the Picasso Museum, one of the most important in the world, and get immersed in his mostly linked to Catalonia works. Discover a new way of looking at reality by visiting Joan Miró Foundation, through the work of such a brilliant artist. Finishing with the artistic tour, get amazed by one of the city's most emblematic buildings, visiting the Antoni Tàpies Foundation.



**Piru Cantarell. ART EXPERT**

'Miró, Picasso, Tàpies... great artists linked to Barcelona: Picasso and his collection Casagemas; the Sert building, made by Miró, and the Dau al Set collection by Tàpies, are a must when discovering the city!'





# CITY OF MUSEUMS

## ROMANESQUE, MODERNIST, ABSTRACT, CONTEMPORARY ART

Catalonia and in particular Barcelona are famous for their art and museums. Visit the Mediterranean's most artistic institutions where creativity and inspiration flow and in which colours get another dimension, living an experience impossible to forget. Catalonia is home to Gaudí's charming mosaics, Miró's inspiring Lady Bird statue, Dalí's legendary and controversial moustache, and the colours of Antoni Tàpies work.

Take a stroll while discovering the Romanesque Art Collection of the MNAC (National Art Museum of Catalonia) in the unique Palau Nacional, a spectacular gallery located in the mountains of Montjuïc with stunning views of the city. Go through the iconic neighbourhood of El Raval, and be amazed with Richard Meier's architecture in MACBA (Barcelona Museum of Contemporary Art). Inside you will discover the lights and shadows game, and an important contemporary art collection dated from mid-20th century onward.





# CITY OF THE ARTS

## OPERA HOUSE, CONCERT HALL, THEATRES

BRU & BRU is the official travel agency for the Liceu Barcelona Opera House US Foundation. Its members can enjoy made to order and private tours, cultural activities and social gatherings in private houses, as well as best tickets to operas, ballets, recitals and concerts at the Gran Teatre del Liceu. Come to Barcelona and let the opera seduce you while enjoying of a personalised and 'exclusive for donors' program that will let you discover the magic of Liceu and Barcelona's incredible rhythm.

Don't miss one of the masterpieces of the Catalan Musical Modernism (Art Nouveau), El Palau de la Música Catalana, and discover how the music flows in this magnificent Concert Hall designed by architect Lluís Domènech i Montaner.



### CAN'T MISS

A CONCERT EITHER AT THE GRAN TEATRE DEL LICEU OR EL PALAU DE LA MÚSICA CATALANA CONCERT HALL.

# COOL BARCELONA

## A BEATING CITY

Barcelona is nowadays part of the international fashion calendar and it hosts many major events. Likewise, the creation of new institutions and the recent rise of internationally renowned designers go to show that Catalonia is one of the main hubs in Europe for creativity and design.

Barcelona beats nearly 24/24. Its nightlife, specially alive and visible during the summer, its parties and popular festivities, turn it into the perfect place in which to spend a fantastic night.

The internationally known music festivals 'Primavera Sound' and 'Sónar' are a must for young music lovers around the world.



Fàbrica Moritz Barcelona



**Stefano Colombo.** INDUSTRIAL DESIGNER, CO-OWNER OF XEMEI RESTAURANT AND BAR BRUTAL

'The coolest places in Barcelona are the terraces or the private lounges of the trendiest restaurants of the city, like Suculent, Cañete, Xiringuito Escribà or Xemei. You can't miss a cocktail in the 68 cocktailbar loft or a soul & black music party in Marula and in Guzzo.'





Eclipse Bar, Hotel W



# INDOOR & OUTDOOR

## LOVE ITS LIFE

We present you a small selection of different properties to love Barcelona's style. Feel the sea breeze while enjoying a delicious meal by the sea; get relaxed by having a different view of La Pedrera from the rooftop of a hotel; stop for a minute and enjoy your fabulous bedroom, like if it was your home...



Salt Restaurant, Hotel W.  
View of Hotel Arts in the back.



El Palauet



Mercer Hotel



Hotel Omm



Alma Hotel





# WHAT BARCELONA TASTES LIKE

## BEST TAPAS & TRENDIEST RESTAURANTS

Gastronomy is one of the cornerstones of Catalan culture and Barcelona maintains its position as the Mediterranean's gastronomic capital thanks to the wide range of fresh products available, the local diet, the quality of the restaurants themselves, and the cultural as well as integral importance and value given to food as part of family life and social events.

Catalan cuisine, often described as creative, ingenious and daring, has been awarded with more than 60 Michelin Stars, but we would also like you to discover the origins of our gastronomic traditions. We invite you to discover the places where this love for the kitchen began while you get seduced by the simplicity of our tapas, vermouth and traditional meals. Experience the comparison between taking a stroll under Michelin star restaurants and getting delighted by Catalan cuisine's alma mater.



## OUR ALLTIME TAPAS

### THE BAR AND TERRACE CULTURE



Tickets



Casa de Tapas



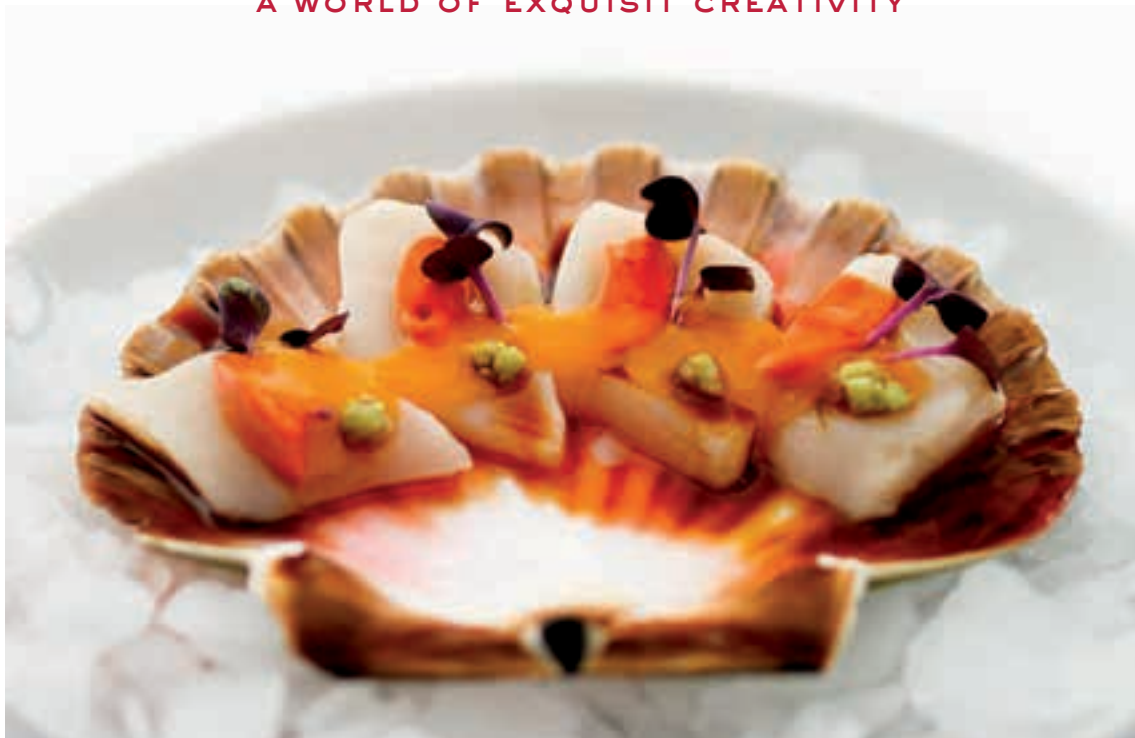
Hotel Neri



Mercat de la Boqueria

## OUR HAUTE CUISINE

### A WORLD OF EXQUISIT CREATIVITY



Espai Kru



Mercer Restaurant JLF



Roca Bar



Celler de Can Roca



Isidre Gironés. BARCELONA RESTAURATEUR

'Feel like a real chef looking for the best seasonal products in the best markets with Isidre Gironés, who has been daily visiting those markets for the last 50 years.'



### CAN'T MISS

A UNIQUE SENSORIAL EXPERIENCE AT 3 MICHELIN STAR AND WORLD'S 2ND BEST RESTAURANT, EL CELLER DE CAN ROCA, IN GIRONA.

Celler de Can Roca



# SHALL WE TOAST?

## WINERIES, WINE TASTINGS & MORE

Spain is renowned for its wine industry and it is home to some of the best wineries of the world, with 70 different wine regions with Protected Denomination of Origin label (DO) (12 of them in Catalonia) and multiple varieties: from traditional French wine grapes to traditional Spanish ones. The internationally recognized sparkling wine Cava, on its majority produced in the Penedès region (where it was first created). This is one of the discoveries you must taste to enjoy.

In order for you to taste the authentic flavour of Catalonia and Spain we will invite you to discover the intimate wine making process of a small family run business as well as some of the large internationally awarded wineries.



Hacienda Zorita



Hacienda Zorita



Can Bonastre



### CAN'T MISS

A WALK THROUGH THE VINEYARDS AND A BRUNCH WITH LOCAL PRODUCTS PAIRED WITH SOME OF THE BEST SPANISH WINES IN A 200 YEAR OLD CELLAR.



Hotel Viura



# TRADITIONS

## DIVE IN OUR CULTURE

We invite you to immerse yourself in our culture and traditions by celebrating the everyday life of Catalonia.

### HAVE YOU EVER THOUGHT OF TAKING PART IN A CASTELLERS\*?

(\*A SPECTACULAR HUMAN TOWER)



### DO YOU WANT TO LEARN THE SECRETS OF A BOLETAIRE\*?

(\*MUSHROOM HUNTER)



### OR PARTICIPATE IN A POPULAR CALÇOTADA\*?

(THE MOST TRADITIONAL  
WAY OF EATING CALÇOTS)







# SHOPPING EXPERIENCE IN BCN

## SHOP & THE CITY

NEW YORK, PARIS, MILAN AND OF COURSE, BARCELONA!



Hotel Mandarin Oriental Barcelona



Santa Eulalia



Hotel Majestic

You will find the most renowned and beloved international brands located in the distinguished Passeig de Gràcia avenue. Enjoy your shopping experience in such a historical part of the city, with some of the most important modernist buildings of the city like La Pedrera and Casa Batlló.

Our experienced personal shopper will be at your disposal to design a tailor made shopping route according to your desires. Get delighted by BRU & BRU shopping specials like VIP service, access to private collections, special welcoming by the store manager...

Do not forget to visit the exclusive ateliers of local designers who will show you the elaboration process of some of their most private creations. You will have the opportunity to request and customize your made-to-order fashion masterpiece ranging from a pair of traditional espadrilles to a tailor made evening dress. Would you also like to participate in the creation of your own aroma?



## LA ROCA VILLAGE

### CHIC OUTLET SHOPPING



Forty minutes outside the city, on the road to the Costa Brava, La Roca Village is the ultimate shopping destination. Designed in the style of a turn-of-the-century Catalan town, La Roca Village allows you to stroll casually between the shops, all handily located in the same boulevard, making your shopping a pleasurable experience.

## 100 YEAR OLD SHOPS

### THROUGH TRADITION & HISTORY



Drogueria Rovira



Drogueria Rovira

Barcelona today offers a wide range of commercial establishments: cutting edge, high end labels, fine craft, traditional brands with over a hundred year's background... This tour is an excellent opportunity to buy local quality goods through a different experience.



**Patricia Sañes.** JOURNALIST, FASHION-LIFESTYLE BLOGGER AND COOLHUNTER

'When I wake up dreaming about Paris.. I go to Teresa Helbig's atelier and to Cortana's store in Barcelona. They have two different styles and two ways of understanding fashion and mixing it with art. The craftsmanship of their designs gives me goosebumps.'

# FC BARCELONA & MORE SPORTS

## ADRENALINE RUSH

Barcelona is home to one the greatest internationally recognised soccer teams in the world, a local passion for most. With a tour of the FC Barcelona museum by a private host you can discover the unique ins and outs of the soccer stadium.

Not only is Spain well known for its soccer stadium, it is also notorious for having hosted the 1992 Olympic games highlighting its international sportsmen and women. The starting point of this growth was with the celebration of the Games in Barcelona, which completely changed Barcelona's appearance by opening new vistas to the seafront and leaving the city an important architectural legacy.



### CAN'T MISS

PRIVATE FUNCTIONS AT THE FC BARCELONA FACILITIES ONLY AVAILABLE WITH BRU&BRU ON REQUEST.





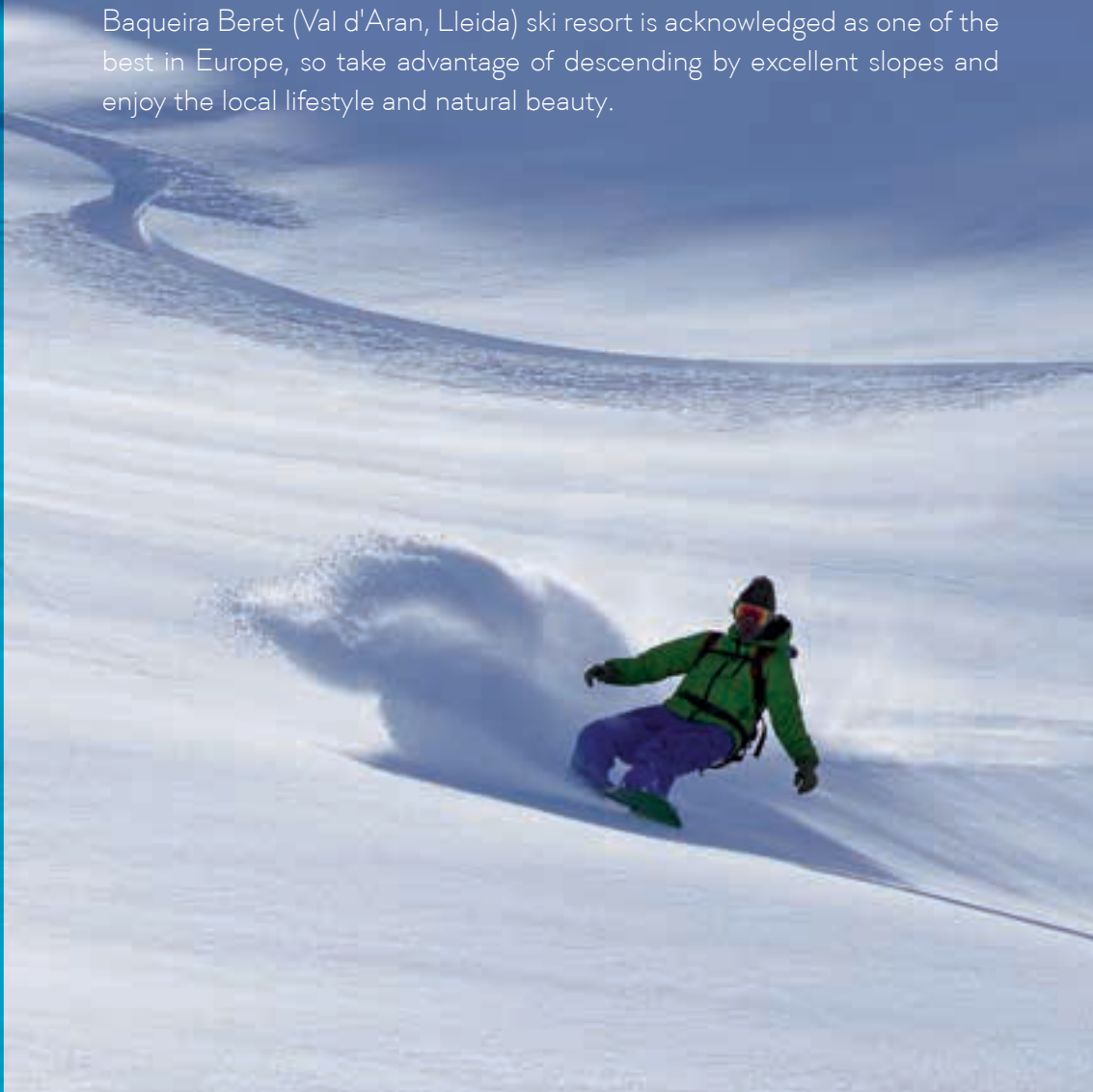


# ON THE WHITE PATH

## SNOW FEELINGS

Catalonia has more than 420 km of ski area distributed between the Nordic and Alpine skiing resorts which are some of the leading spots in Spain for snow sports. You will enjoy of the mild climate that makes possible to glide through the snow under a radiant sun and not suffer freezing temperatures.

Baqueira Beret (Val d'Aran, Lleida) ski resort is acknowledged as one of the best in Europe, so take advantage of descending by excellent slopes and enjoy the local lifestyle and natural beauty.





© Pao Gallard



Hotel AC Baqueira



### CAN'T MISS

BAQUEIRA IS ALSO KNOWN FOR ITS GOOD GASTRONOMY. THE MOST TYPICAL DISH IS THE OLLA ARANESA, A LOCAL STEW THAT CAN BE FOUND IN THE BEST LOCAL RESTAURANTS, SUCH AS TICOLET.

# IBERIAN FAUNA

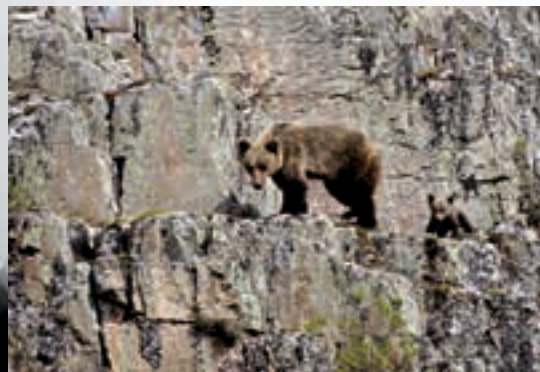
## PURE WILD LIFE

Spain is the World's second country with more UNESCO Natural Reserves. 45 reserves in quite a reduced territory that will permit you to better know, by the hand of the best experts, pure wild life and a considerable number of endangered protected species.

From Doñana Natural Park, in the South of Spain, to the Pyrenees, in the French's border-line, from the East to the West, you will live a 'natural' adventure, discovering species like the Iberian wolf, the brown bear, the lynx or the imperial eagle.

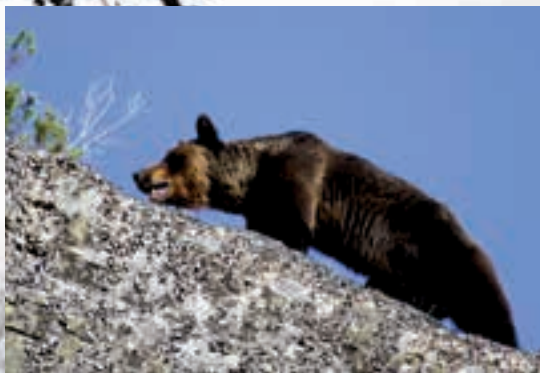


Photos: © Andoni Canela



**Andoni Canela.** PROFESSIONAL PHOTOGRAPHER AND NATURE AND ENVIRONMENT SPECIALIZED JOURNALIST  
'We will go through the natural environment of those species to better know how they live, to observe their habits and to feel their pure life.'





Marc Alonso. NATURALIST AND SPECIALIST IN PYRENEES' FAUNA

'The amazing brown bear of the Pyrenees will let us discover an incredible specie's way of living.'

# WELCOME TO THE NORTH

## SAVOUR AND CHARACTER

From glamorous San Sebastián to the picturesque small fishing villages spotted all along the coast line, we will show you the best of Euskadi. From tasty 'pintxos' to top notch gastronomy awarded with Michelin stars, hiking routes, fairy-tale like forests and valley's facing the Cantabrian sea offering us perfect waves to surf. From gastronomy to culture, nature and activities, it will really satisfy the most demanding travellers.







Hotel Iturregui



Hotel Maria Cristina



© Andoni Canella



© Edurne Pasabán

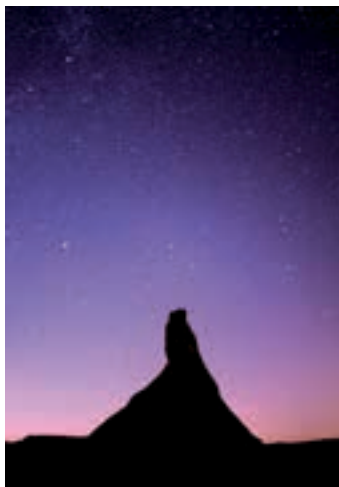
# NAVARRA

## FROM THE FOREST TO THE DESERT

Follow the footprints of Ernest Hemingway and enjoy the San Fermín celebration in Pamplona with the running of the bulls and the endless parties in the streets. Enjoy the tranquillity of the Bardenas desert, one of the largest in Europe, as you embrace the life all around you, it's also the perfect place to stare gaze for hours.



© Andoni Canella



© Andoni Canella







Hotel Aire de Bardenas

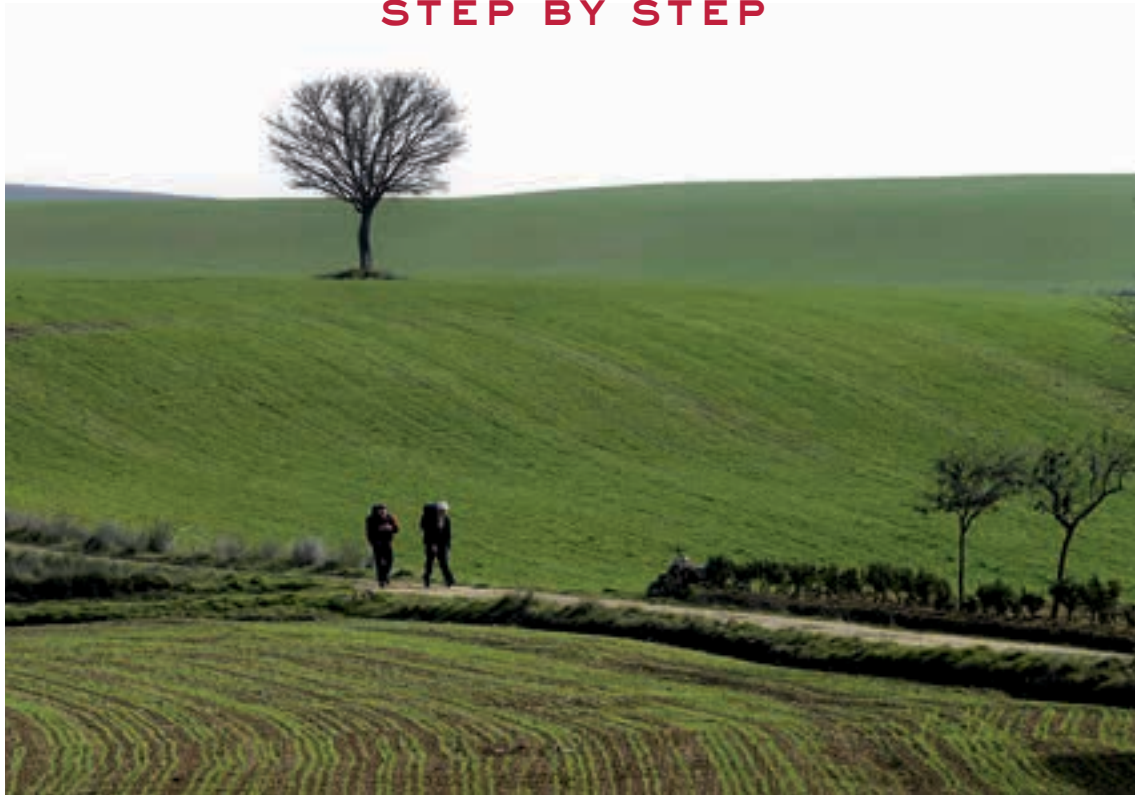


**Alfonso Bermejo.** TOURISTIQUE GUIDE AND EXPERT IN TRADITIONS AND POPULAR FESTIVITIES

'Navarra is a surprising and diverse kingdom, with a lot of spots to discover, it's the essence of variety.'

# THE WAY OF SAINT JAMES

## STEP BY STEP



© Andoni Canela



The Way of Saint James is one of the most important pilgrimage routes since the medieval times. Relish in beauty of the diverse landscapes sharing your journey and stories with other pilgrims from around the world. During the rest of the day, discover the natural wealth of Galicia, its historical and cultural heritage, medieval churches and chapels, and of course, its gastronomy. At the end of the journey, explore the cathedral and understand the history behind the worship of Santiago the apostle.



### CAN'T MISS

A TYPICAL PILGRIM'S MEAL, CONSISTS OF THREE COURSES AND A BOTTLE OF WINE. AFTER A LONG DAY'S WALK, NOTHING COULD HAVE BEEN BETTER.





© Andoni Canela





# LIVING MADRID

## THE CAPITAL'S LIFE

Enjoy Spain's capital full of life with its bustling restaurants, bars, terraces and discos opened seven days a week. From the charm of 'el Madrid de los Austrias' to a 'relaxing cup of café con leche in the Plaza Mayor', we will show you an attractive and lovely city full of contrasts.







Hotel Ritz



# THE CHARMING ANDALUSIA

## FEELING AND PASSION

This region welcomes you with large and open landscapes, powerfull bulls running freely in the 'dehesas' or bulls estates. Experience the alluring sound of a Spanish guitar and the vibrant steps of a flamenco dancer in the courtyard of a traditional house from the Moorish period as you relish in Andalusia's history. Enjoy private dancing lessons with live music dressed in your made-to-order traditional flamenco outfit in an Andalusian terrace.



Hotel Corral del Rey



Hotel Cortesin





**María Andrada-Vanderwilde.** ENTREPRENEUR AND ANDALUSIA INSIDER

'I love the combination between the charming countryside and the rejoicing city. It is either a pleasure to admire the Giralda from a private terrace while listening to flamenco music or to have dinner in a typical countryside house veranda.'

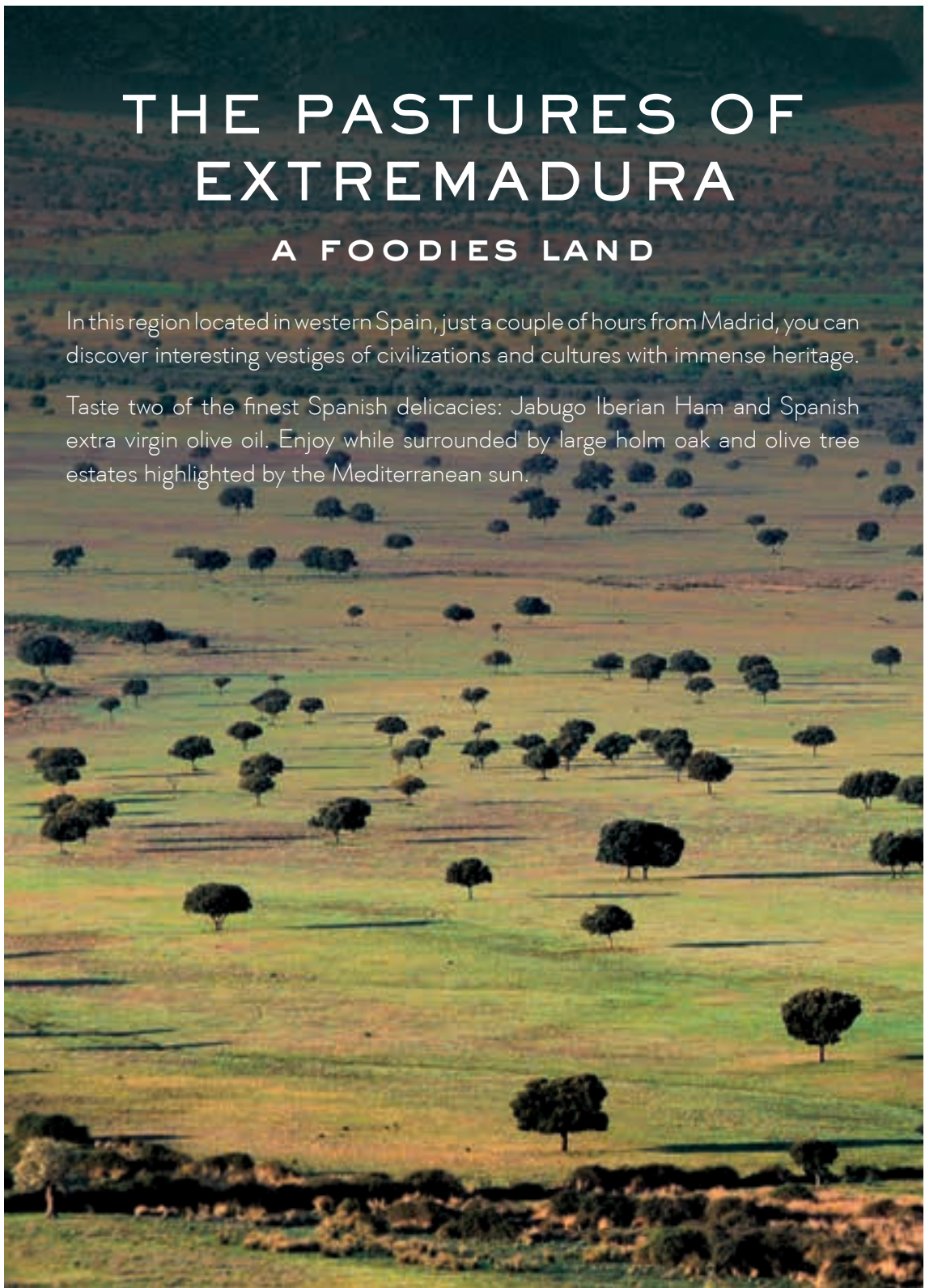


# THE PASTURES OF EXTREMADURA

## A FOODIES LAND

In this region located in western Spain, just a couple of hours from Madrid, you can discover interesting vestiges of civilizations and cultures with immense heritage.

Taste two of the finest Spanish delicacies: Jabugo Iberian Ham and Spanish extra virgin olive oil. Enjoy while surrounded by large holm oak and olive tree estates highlighted by the Mediterranean sun.







© Andoni Canela



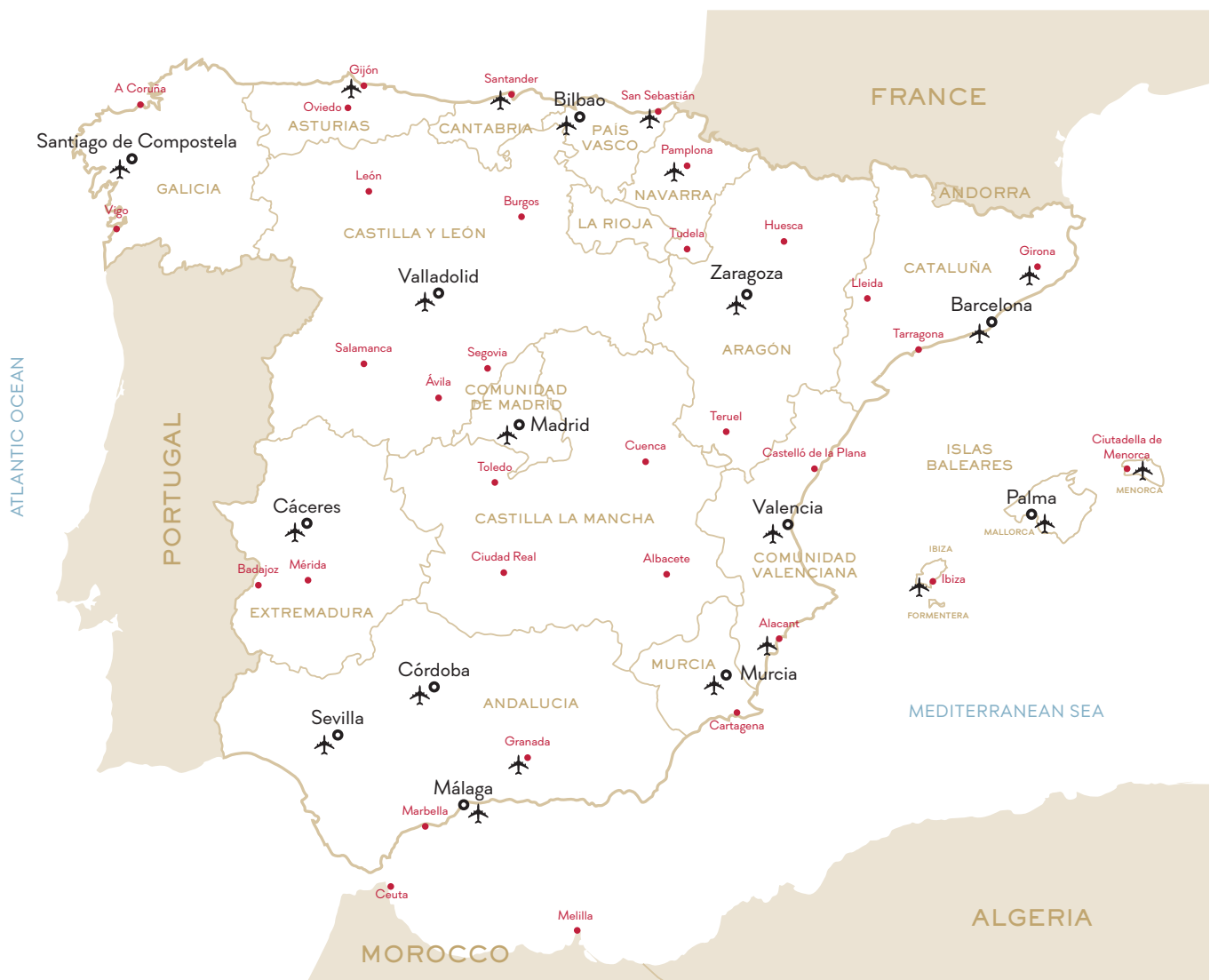
Hotel Atrio



© Andoni Canela



# SPAIN MAP





# CATALONIA MAP

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Edited & Published: BRU & BRU Exclusive Travel Designer, S.L. - June 2014

Art Direction & Graphic Design: [www.lorangeriestudio.com](http://www.lorangeriestudio.com)

Printing: [www.novaerapublications.com](http://www.novaerapublications.com)



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